



WHAT IS CLAIMED IS:

2

3 (New) 25) A method for face-to-face advertising comprising the steps of:

4 a) arranging for payment from an advertiser prior to wearing a headdress;

5 b) wearing a headdress for displaying electronic messages in a public place,

6 wherein said headdress includes more than one screen for displaying said electronic messages;

7 and

8 c) moving said headdress about said public place.

9 (New) 26) The method of claim 25 further comprising the step of displaying said
10 electronic messages pursuant to a predetermined logic positioned about said headdress.

11 (New) 27) The method of claim 26 further comprising the step of attaching a brim
12 or a visor to said headdress.

13 (New) 28) The method of claim 27 further comprising the step of altering at least
14 one of said electronic messages according to a predetermined paradigm.

15 (New) 29) The method of claim 27 further comprising the step of altering more than
16 one of said electronic messages according to a predetermined paradigm.

17 (New) 30) The method of 26 further comprising the step of displaying one or more
18 of said electronic messages for a predetermined time before displaying one or more different
19 messages for a predetermined time.

20 (New) 31) The method of claim 30 further comprising the step of incorporating an
21 advertiser's registered trademark into one or more of said electronic messages.

22

23

1 (New) 32) A method for face-to-face advertising comprising the steps of:

2 a) arranging for payment from an advertiser prior to wearing a headdress;

3 b) wearing a headdress for displaying electronic messages in a public place,
4 wherein said headdress includes five distinct planes for displaying said electronic messages;
5 and

6 c) moving said headdress about said public place.

7 (New) 33) The method of claim 32 further comprising the step of ordering said
8 electronic messages for public display.

9 (New) 34) The method of claim 33 wherein said electronic messages are controlled
10 by a controller preprogrammed with advertising messages, prior to wearing said headdress in
11 said public place, and wherein said controller is positioned about said headdress.

12 (New) 35) The method of claim 34 further comprising the step of altering one or
13 more of said electronic messages according to a predetermined paradigm.

14 (New) 36) The method of claim 33 wherein said electronic messages are controlled
15 by a controller receiving one or more signals generated from a location remote from said
16 headdress, as said headdress is worn in said public place.

17 (New) 37) The method of claim 36 further comprising the step of altering one or
18 more of said electronic messages according to said one or more signals.

19 (New) 38) The method of claim 33 wherein said electronic messages are controlled
20 by a memory programmed with advertising messages and positioned about said headdress, until
21 said memory receives one or more signals, generated from a location remote from said
22 headdress, for altering said advertising messages, as said headdress is worn in said public place.

23 (New) 39) The method of claim 38 further comprising the step of altering one or
24 more of said electronic messages according to said one or more signals.

1 (New) 40) The method of 33 further comprising the step of displaying one or more
2 of said electronic messages for a predetermined time before displaying one or more different
3 messages for a predetermined time.

4 (New) 41) A method for face-to-face advertising comprising the steps of:
5 a) arranging for payment from an advertiser prior to wearing a headdress;
6 b) wearing a cubic shaped headdress, including message boards, for
7 displaying electronic messages in a public place, wherein said headdress further comprises a
8 visor or a brim; and
9 c) moving said headdress about said public place.

10 (New) 42) The method of claim 41 further comprising the step of ordering said
11 electronic messages for public display.

12 (New) 43) The method of claim 42 wherein said electronic messages are controlled
13 by a controller preprogrammed with advertising messages, prior to wearing said headdress in
14 said public place, and wherein said controller is positioned about said headdress.

15 (New) 44) The method of claim 43 further comprising the step of altering one or
16 more of said electronic messages according to a predetermined paradigm.

17 (New) 45) The method of claim 42 wherein said electronic messages are controlled
18 by a controller receiving one or more signals generated from a location remote from said
19 headdress, as said headdress is worn in said public place.

20 (New) 46) The method of claim 45 further comprising the step of altering one or
21 more of said electronic messages according to said one or more signals.

22 (New) 47) The method of claim 42 wherein said electronic messages are controlled
23 by a memory programmed with advertising messages and positioned about said headdress, until

1 said memory receives one or more signals, generated from a location remote from said
2 headdress, for altering said advertising messages, as said headdress is worn in said public place.

3 (New) 48) The method of claim 47 further comprising the step of altering one or
4 more of said electronic messages according to said one or more signals.

5 (New) 49) The method of 42 further comprising the step of displaying one or more
6 of said electronic messages for a predetermined time before displaying one or more different
7 messages for a predetermined time.

8

9